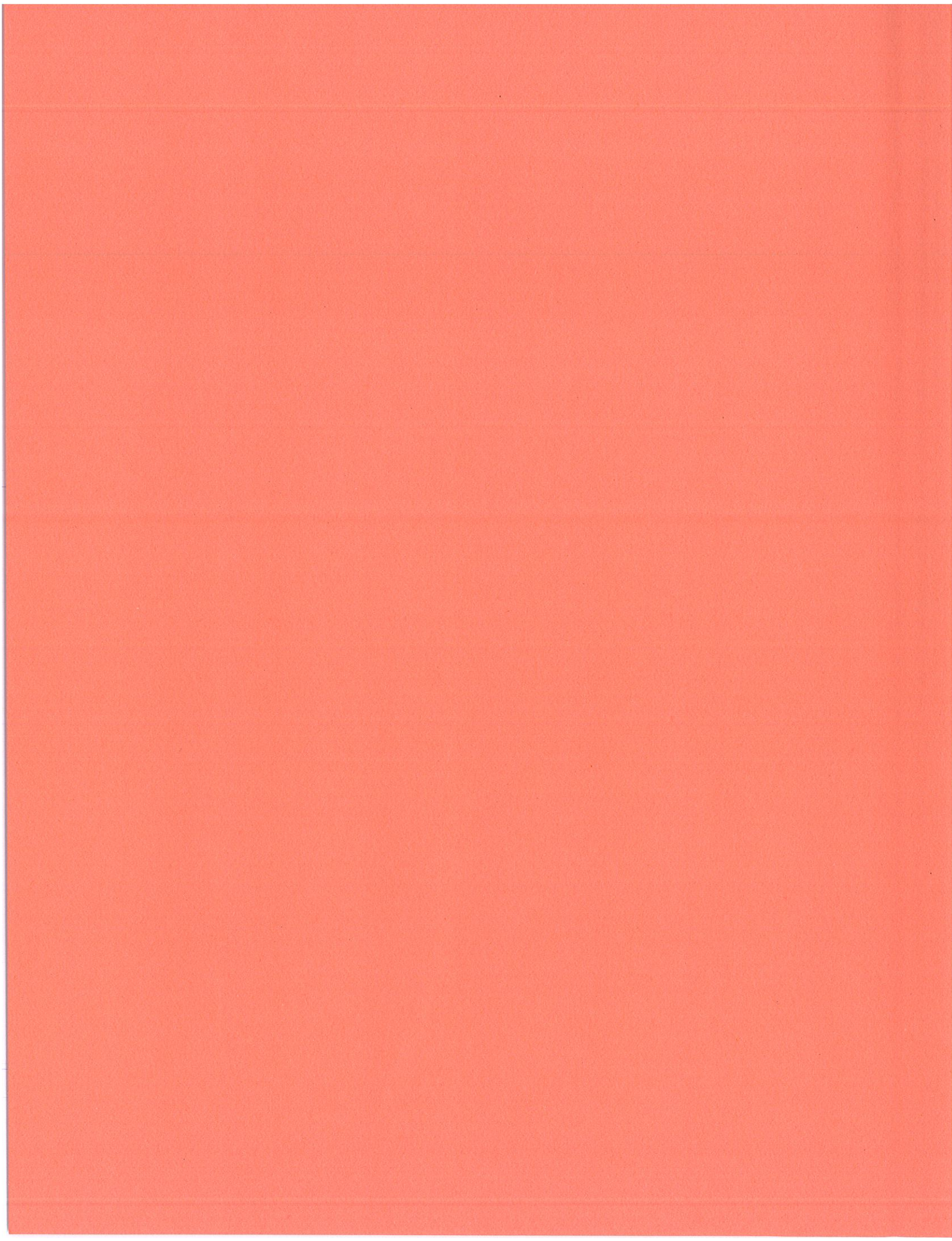


Weekly Management Report September 25, 2015

1. **Memo** – City Council Travel Expenses – City Manager
2. **Synopsis** – Downtown Burbank Partnership (PBID) and the Burbank Hospitality Association (TBID) Joint Meeting of September 17, 2015 – Community Development Department
3. **Synopsis** – Burbank Hospitality Association Meeting of September 10, 2015 – Community Development Department
4. **Synopsis** – Sustainable Burbank Commission Meeting of September 21, 2015 – Public Works Department





CITY OF BURBANK
OFFICE OF THE CITY MANAGER
(818) 238-5800
FAX (818) 238-5804

DATE: September 25, 2015
TO: Honorable Mayor and City Council
FROM: Mark Scott, City Manager *MS*
SUBJECT: City Council Travel Expenses

As requested at the City Council meeting on September 1, 2015, staff has prepared a report detailing City Council travel expenses from July 2013 to present. Please note that the term "travel expenses" in our internal accounting includes events such as out of town conferences and trainings, legislative trips and attendance at local events.

Staff utilized the Travel Expense Claim Forms to prepare the following report of City Council travel expenses. Following each conference, event or mileage reimbursement request, staff prepares the Travel Expense Claim Form. The individual Council Member and the City Manager sign this form before it is routed to the Finance Department. Please note, that while some Council Members have traveled this fiscal year or have plans to travel in the next two weeks, those expenses have not yet been recorded on the Travel Expense Claim Forms. Travel Expense Claim Forms are only submitted following the event to ensure all costs are included, and based on actual expenses.

The first page of the attachment provides an overall summary of the City Council's travel expenses. Subsequent pages break down each Council Member's detailed travel expenses. I would note that many of the expenses (mileage reimbursement, for instance,) are simply reimbursed costs of representing the City. All of these costs involve time spent performing City service.

The total cost of City Council Travel in FY 13-14 and FY 14-15 was \$24,370.88. As I have stated before, Burbank's budget for Council travel is modest for a city of our size and expectations. Ultimately, the cost of training and networking should be judged by the benefits from access to information, grant opportunities, legislative action and official contacts.

Council Travel Expense

Please See Attachment



memorandum

DATE: September 17, 2015

TO: Mark Scott, City Manager

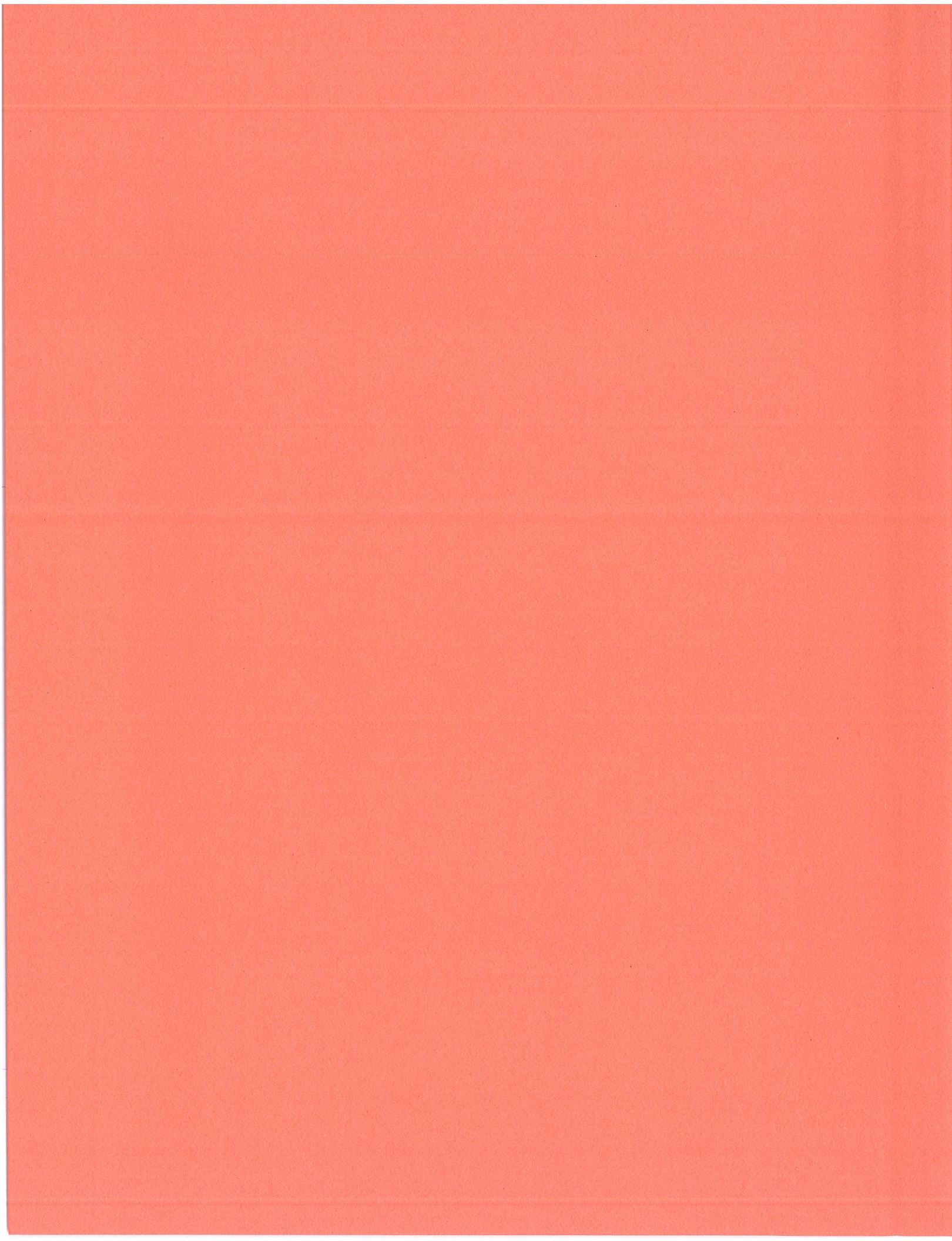
FROM: Justin Hess, Asst. City Manager/Interim Community Development Director *JH*

SUBJECT: Downtown Burbank Partnership (PBID) and the Burbank Hospitality Association (TBID) Joint Meeting - September 17, 2015

- The PBID and TBID held their third bi-annual joint meeting to discuss marketing, programming, and events thus far in 2015. Danny Kahn from the Warner Bros. Studio Tour Hollywood gave attendees a special presentation on upgrades to the Warner Bros. Studio Tour Hollywood including the new Stage 48: Script to Screen program. Staff then presented highlights of each organization's activities including Visit Burbank's forthcoming marketing campaign and Downtown Burbank's 2015 Car Classic.
- Before the meeting's close, staff discussed opportunities for both the PBID and TBID to partner on upcoming 2015/16 events including The Rink in Downtown Burbank and the 2016 Car Classic. There is interest from both Boards to partner on upcoming Downtown Burbank events, and staff will keep both Boards apprised as opportunities arise.

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memorandum

DATE: September 14, 2015

TO: Mark Scott, City Manager

FROM: Justin Hess, Asst. City Manager/Interim Community Development Director *JH*

SUBJECT: **Burbank Hospitality Association Meeting – September 10, 2015**

- Staff announced that the upcoming Team Business fall/winter semester would feature a special class on tourism marketing to millennials. The tourism focused class is free to attend, and will take place at the Holiday Inn on November 4th.
- Representatives from Civitas, a consulting firm that will begin working on the renewal of the Tourism Business Improvement District (TBID), presented a proposal to the Burbank Hospitality Association (BHA) Board. The renewal process will begin in October 2015 with an anticipated completion date in May 2016. After questions and review, the Board voted to move forward with Civitas' proposal for the renewal process. Civitas will provide an updated timeline and schedule.
- Strausberg Group presented the layout and design of the new Visit Burbank website set to launch February 2016. The layout and concept were unanimously approved by the Board. In the interim, while the new site is being built, a 'microsite' will launch in October 2015 that somewhat mirrors the look and feel of the newly designed site.
- Promotional items for Visit Burbank were reviewed and approved with a not-to-exceed budget of \$15,000. Promotional items include selfie sticks, lip balm, pens, cellphone wallets, and portable cellphone chargers.
- Staff presented website and hotel analytics that included a 12 percent increase in room revenue, a 10 percent increase in average daily room rate, an 11 percent increase in RevPar YTD, and over 23,000 "Likes" on the Facebook page.

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SUSTAINABLE BURBANK COMMISSION
September 21, 2015

SYNOPSIS OF ITEMS ARE IN BOXES BELOW

I. GREEN SPOTLIGHT AWARD:

Postponed until October 19, 2015, as the September Green Spotlight Award recipient was unable to attend the meeting.

II. ORAL COMMUNICATIONS:

A. Public Communication:

Vicki Kirschenbaum from the Citizens Climate Lobby requested the Commission's endorsement of the Carbon Fee and Dividend legislation that is currently being discussed by the State legislature. Ms. Teaford explained that the Commission may not provide such an endorsement, as their role is an advisory body to provide recommendations to the City Council. However, the Commission may ask for the item to come back on a future agenda, at which time it could vote whether or not to recommend that the City Council support such an action. Ms. Kirschenbaum requested to be included in a future agenda to present information about her organization and pending legislation.

B. Commission Member Communication:

Sharon Springer announced that Burbank Water and Power is giving away recycled water at Stough Park each Saturday. Ms. Springer also reminded the Commission that the Burbank Channel Bikeway is on the City Council agenda on Thursday, September 24, 2015.

C. Staff Communication:

Kreigh Hampel announced that an America Recycles Day event will be held at the Recycle Center on November 15, 2015, from 10:00 a.m. to 3:00 p.m. There will be booths, a composting workshop, and speakers, including Susan Collins from the Container Recycling Institute. The Commission is welcome to have a booth at the event.

III. APPROVAL OF MINUTES:

The August 17, 2015, minutes were approved by all present.

IV. COMMUNITY GARDEN PRESENTATION:

At its July 20, 2015 meeting, the Commission requested that Parks & Recreation return to the group with a presentation on the plans for the proposed Community Garden project. The Commission may ask questions and engage in discussion.

Judie Wilke, Parks and Recreation Director, introduced the architect for the Community Garden project, Jeff Maxwell. Mr. Maxwell presented the construction drawings that he prepared based on the conceptual drawings by Woodbury University students. Following Mr. Maxwell's presentation the Commissioners asked questions and provided suggestions. Ms. Wilke informed the Commission that it is anticipated that construction of the project could begin in April 2016.

V. PROPOSED RECYCLING ORDINANCE FOR MULTI-FAMILY DWELLINGS:

At the August 17, 2015, meeting, Chairperson David Roesner introduced the concept of a new ordinance related to recycling at multi-family dwellings, and the Commission agreed to place it on the agenda. Kreigh Hampel, Burbank's Recycling Coordinator, will provide a brief overview of existing requirements for multi-family recycling, and Mr. Roesner will provide additional information about his proposal. The Commissioners may engage in discussion and may make a motion related to future actions regarding this matter.

Kreigh Hampel, Recycling Coordinator, provided the Commission with an overview of the existing requirements and the City's current efforts addressing multi-family recycling. David Roesner presented the Commission with a detailed outline of a Recycling Awareness Signage for Multi-Family Properties Ordinance. Following a question and answer period, the Commission tabled this item until a future meeting to allow the Commissioners time to consider the proposal and research additional details.

VI. AD HOC MOBILITY AND URBAN DESIGN SUBCOMMITTEE REPORT:

At its July 20, 2015, meeting, the Commission agreed to form the ad hoc Mobility and Urban Design Subcommittee to discuss the bicycle plan, the network of bikeways, public transportation, and pedestrian corridors as they relate to sustainability in the community. The ad hoc subcommittee will provide the Commission with an update on the group's progress for discussion and Commission direction.

Due to the late hour, James Smith requested that this report be postponed until October 19, 2015. Mr. Smith also requested that Carol Barrett, Assistant Community Development Director-Transportation and Planning, attend the October meeting.

VII. AD HOC MASSACHUSETTS PLAN SUBCOMMITTEE REPORT:

At its October 20, 2014, meeting, the Commission agreed to form the ad hoc Massachusetts Plan Subcommittee to discuss drafting a conceptual plan for a retiree employment program in Burbank, similar to the plan in Massachusetts, where businesses hire retirees with technical backgrounds. The ad hoc subcommittee will provide the Commission with an update on the group's progress for discussion and Commission direction.

Nazafarin Hadian reported that the subcommittee would be meeting with representatives from SCORE Los Angeles, upon Robert Newhoff's return from vacation.

VIII. INTRODUCTION OF ADDITIONAL AGENDA ITEMS:

At the May 14, 2009, Sustainable Burbank Task Force (now the Sustainable Burbank Commission) meeting, those present voted unanimously that members can suggest agenda items and obtain consensus from the group to have the items added to a future agenda.

The Commissioners in addition to the continued items above, they agreed to add the following items to a future agenda:

- Citizens Climate Lobby recommendation
- Marketing – The Commission requested that Drew Sugars, Public Information Officer attend when this item is on the agenda to discuss social media.
- Holding Commission meetings at different locations
- Expanded polystyrene regulation

IX. BURBANK GREEN SPOTLIGHT AWARD FOR OCTOBER 2015:

The Commission will select one of its members to identify a Burbank Green Spotlight Award winner for October 2015.

The award winner who was unable to attend the September meeting will be recognized at the October 19, 2015, meeting.

X. ADJOURNMENT:

The meeting was adjourned at 7:15 p.m.